

# International Summer School

## **Main Venue**

UdK Berlin Career College  
Berlin University of the Arts  
Bundesallee 1–12  
10719 Berlin, Germany

## **Contact**

Stephanie Schwarz / Matthias Manneck  
phone: +49 30 31 85 20 87  
fax: +49 30 31 85 26 90  
summer-courses@udk-berlin.de  
www.summer-university.udk-berlin.de

## **Presenter**

UdK Berlin Career College,  
Berlin University of the Arts  
Director: Prof. Dr. Dr. Thomas Schildhauer

## **Project Direction**

Prof. Dr. Dr. Thomas Schildhauer

## **Programme Board of Faculty Representatives**

of UdK (Berlin University of the Arts)  
Chair Prof. Martin Rennert, President  
of the Berlin University of the Arts

## **Project Coordination**

Stephanie Schwarz

## **Project Administration**

Matthias Manneck

## **Design**

Marion Kliesch

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courses, workshops and summer schools into the  
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Universität der Künste Berlin

Berlin Career College

# Berlin Summer University of the Arts 2015

International  
Summer School  
of Creative  
Entrepreneurship

## Berlin Summer University of the Arts and the International Summer School of Creative Entrepreneurship

Professionals and Young Professionals! We invite you to take part in this year's programme of the Summer University of the Arts in Berlin.

There are many artistic disciplines to choose from: Our courses cover the fine arts, music, design and performance and range from classical master classes with famous guests – like Cheryl Studer and Tolga Sağ – to experimental workshops tackling current issues.

If you're struggling with the central questions as a cultural entrepreneur or need help with your creative start up, check out our interdisciplinary offer within the International Summer School of Creative Entrepreneurship (ISSCE).

The ISSCE is a programme sponsored by the European Regional Development Fund of the Berlin Senate Chancellery Cultural Affairs, with courses in Self Marketing, Arts Management and Creative Entrepreneurship. Lecturers with international backgrounds will give you the perfect toolkit to bring your ideas to life or develop a business concept.

Whether you're interested in artistic dialogue and exchange, want to explore new fields in your artistic career or need help bringing your ideas to life our programme offers a broad spectrum of workshops and lectures to satisfy your needs: we'd love to welcome you to Berlin's creative scene to explore and develop your professional potential!

July 14<sup>th</sup> – October 11<sup>th</sup> 2015



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# July 14<sup>th</sup> – October 11<sup>th</sup>

## Fine Arts

**14.07.** *Workshop with Valérie Favre & Robert Lucander*  
**16.07.** *385 EUR*

Guided by these two famous artists, participants of the workshop will gain deep insight into the field of painting and will have the possibility to discuss their own work with Valérie Favre and Robert Lucander. Visits to several museums are part of the workshop as well as a closer look into their classes at the UdK Berlin in preparation for the university-wide open house.

**20.07.** *Ida Storm Jansen*  
**22.07.** *Self Marketing in the International Art Scene\**  
**250 EUR**

Self-marketing means knowing your work and communicating it: what makes it special, why buy? We deal with the dos/don'ts of formal sales and informal networking situations, money talk and negotiation, as well as different cultures and communication styles.

**23.07.** *Michael Fehr & Ira Mazzoni*  
**25.07.** *Berlin's Museums: A History of Exhibiting*  
**350 EUR**

How, and by what means objects are put on display, or are turned into exhibits is one of the main issues of permanent exhibitions in museums. In this course, we explore and analyse the various historical, as well as current, forms of showing, presenting and "bringing to view" by visiting several cultural (non-art) museums in Berlin. We will reflect on the techniques of exhibition with respect to related methods and practices of perception.

**27.07.** *Michael Fehr & Ira Mazzoni*  
**29.07.** *Berlin's Landscape of Monuments: Communicative Concepts of the Public Culture of Memory*  
**350 EUR**

In this seminar we will systematically investigate communicative and artistic concepts of selected memorial sites by comparing them with one another and analysing their modes of action. Additionally we will classify these concepts historically and try to examine their transferability with regard to other contexts.

## Music

**20.07.** *Leo van Doeselaar & Paolo Crivellaro*  
**24.07.** *Organ à la carte*  
**280 EUR**

A five-day workshop about the most important organs in and around Berlin. Each day is devoted to a major composer in organ history (M. Reger, C. Franck, C.Ph.E. Bach, W.A. Mozart, J.S. Bach, D. Buxtehude), and is focused on an instrument ideally suited to the specific repertoire.

**22.07.** *Intensive Class for Opera Singers*  
**28.07.** *with Gerd Uecker*  
**750 EUR**

A rare opportunity to work with a leading light from the world of opera: Prof. Gerd Uecker – former director of the Semperoper in Dresden. Together with Prof. Jonathan Alder and Janice Alder-Alford, Prof. Uecker is offering a special compact course at the very highest level for young professional opera singers, covering all aspects of theatre life.

**19.08.** *Dietrich Pflüger & Moritz Sauer*  
**21.08.** *Digital Selfmarketing for Musicians\**  
**300 EUR**

Master the art of digital marketing and learn how to effectively and successfully create a brand for yourself as an artist. In this seminar, Dietrich Pflüger and Moritz Sauer will teach you the basics of brand theory as well as methods of self-marketing. Participants will also develop their own portfolio website and advertise it via social networks using digital tools.

# Summer Courses

**24.08.** *Dagmar Rumpfenhorst-Zonitsas & Christian Goebel*  
**27.08.** *DigiMediaL\_musik: The Business of Music in Germany\**  
**350 EUR**

This seminar gives an overview of the characteristics and developments of the German music market, the third largest in the world. Experts will present proven emerging business concepts and best practices. Newcomers as well as established creatives and industry reps will benefit from these presentations and are encouraged to attend and network.

**02.09.** *Tolga Sağ*  
**06.09.** *Anatolian Bağlama Traditions*  
**390 EUR**

Instrumentalists as well as singers are invited to participate in this five-day workshop with Tolga Sağ, one of the most renowned and successful artists playing Anatolian Bağlama music. Participants will have the opportunity to gain intensive insight into the idiosyncrasies of playing and singing techniques in Anatolian music.

**13.09.** *Intensive Class for Opera Singers*  
**19.09.** *with Cheryl Studer*  
**750 EUR**

With Prof. Kammersängerin Cheryl Studer – world-famous for her interpretations as a soprano singer, Prof. Jonathan Alder, and Janice Alder-Alford a unique team is offering a very special compact course for young professional opera singers, covering all aspects of theatre life.

## Creative Entrepreneurship

**27.07.** *Ulrike Müller & Nicola Turner*  
**31.07.** *Starting and Leading your own Successful Creative Business\**  
**550 EUR**

Working with the "Creative Enterprise Toolkit" by the British innovation body NESTA and learning from the Cultural Leadership Programme this practical course will enable participants to develop entrepreneurial and creative leadership skills through lectures, group discussions, international case studies, exercises and individual work as well as experiential group activities and informal peer support.

**24.08.** *Monika Frech & Dominik Kenzler*  
**27.08.** *Channel your Creativity. From Trend and Talent to Business Concept in Four Days\**  
**390 EUR**

This workshop gives aspiring entrepreneurs the tools, connections and confidence to develop their own business. The coaches and co-founders of the creative company Dark Horse Innovation show participants how to use their talents to build on trends, create inspiring products and services and organize their work collaboratively.

**22.09.** *Manuel Großmann & Olga Scupin*  
**26.09.** *Creating Business Models based on User-Centered Services\**  
**440 EUR**

The creative industries are becoming more service-oriented than ever before and designers as well as entrepreneurs need to adapt. This workshop will give you a deep understanding of the methods and tools of Service Design and how to apply them. In this course you will learn how to design service ecosystems that incorporate design, strategic planning and business modelling.

**28.09.** *Manuel Großmann & Olga Scupin*  
**02.10.** *Service Design Deep Dive: Facilitating Innovation with the Means of Service Design\**  
**440 EUR**

This course is a service design seminar geared towards those with a basic level of experience as service designers. Throughout the course participants will strengthen their skills in the development of user-centered service solutions, while taking multi-faceted business processes into account. The course specifically addresses the business and 'behind the scenes' aspects of service development.

## Design

**28.07.** *Franziska Morlok & Martin Conrads*  
**31.07.** *Book Art: Library-as-Machine*  
**400 EUR**

With ideas of books-as-archives and archives-as-books merging and shifting, how can libraries and archives be used as machines for post-digital graphic and book design? The intention of the workshop is to use exclusively the content material and the facilities given at the UdK Berlin library in order to design an individual paper zine.

**03.08.** *Nora Bilz & Magdalena Kallenberger*  
**07.08.** *The (in)Visible City – Digital Storytelling for New Media Formats and Webzines with Cinemagraphs and Moving Types*  
**500 EUR**

In this workshop we will investigate and discuss diverse narrative strategies used by world renowned contemporary artists, designers, photographers and filmmakers. Using these ideas as a launchpad, we will develop our own concepts in digital storytelling for new media formats using motion photography and moving typography based on the animated GIF format.

**31.08.** *Julia Schilling & Daniel Schwabe*  
**06.09.** *Floating Architecture – Material and Design Strategies*  
**500 EUR**

This course provides knowledge about material development and the specific characteristics of designing for water-bound architecture and spatial planning. Through project work the participants develop their own innovative materials, corresponding floating structures, and urban designs.

**01.09.** *Johanna Ziemann & Hanno Schabacker*  
**04.09.** *The True Colours of Exhibition Design*  
**450 EUR**

Exhibition design combines curatorial, graphical, (interior) architectural and media aspects. Within design disciplines, colour forms an important interface. Through exhibition visits, guided tours and individual creative outputs, the many facets of exhibition design and undervalued subarea colour shall be introduced and discussed.

**23.09.** *Gert Gröning*  
*Walking Tour through the Residence Landscape of Potsdam*  
**180 EUR**

Join Gert Gröning, professor of open space development and garden culture, for a special tour of Potsdam's cultural landscape. The moderated tour 'Little Italy in Little Glienicke' starts in Park Klein Glienicke, the renowned english landscape garden and an important part of the UNESCO World Heritage Site in Potsdam, and offers participants the opportunity to experience the cultural heritage of this important landscape in a unique fashion.

## Arts Management

**26.08.** *Karin Kirchhoff*  
**28.08.** *Financing, Touring and Co-Producing Performing Art Projects\**  
**195 EUR**

A three-day course on cultural funding in Germany. Course content includes application writing, project calculation, networking and distribution, and touring of work. For young or emerging artists, managers or producers in the field of performing arts.

**09.09.** *Barbara Mei Chun Müller*  
**11.09.** *Art and Money – Funding Strategies for Institutions, Initiatives and Artists. Strategic Partnerships, Fundraising and Sponsorship\**  
**450 EUR**

An interesting and varied range of cooperation opportunities and sources of funding is available in the fine arts sector. This course offers strategies, skills and tools for implementing successful financing schemes using national and international sources.

**31.08.** *Katja Lucker*  
**01.09.** *Musican's Financing and Funding in Germany\**  
**195 EUR**

As the head of the Berlin Musicboard, Katja Lucker is responsible for strengthening the local pop music scene by supporting projects of national and international scope. This workshop provides you with the expert knowledge of the Berlin Musicboard to support your professional music career.

## Performance

**10.08.** *Ragnhild A. Mørch*  
**12.08.** *Storytelling – An Introduction*  
**260 EUR**

What are the basic steps of oral storytelling? This workshop looks at how we can give the story its voice back. Storytelling enhances communication and presentational skills, as well as develops imagination and the ability to improvise. No previous experience is necessary.

**27.08.** *David Spencer & John von Düffel*  
**01.09.** *The Drama Works*  
**550 EUR**

This comprehensive four day workshop guides you through a series of precisely patterned exercises that demonstrate the essential elements of the dramatist's craft. The Drama Works is for all those, beginners or more experienced writers, with a serious interest in dramatic and performance text.

## Interdisciplinary

**01.08.** *Ingrid Scherübl & Katja Günther*  
**07.08.** *Writing Ashram – A Writing Retreat for PhD-students, Post-Docs, and other Professional Writers*  
**750 EUR**

In this writing ashram we will make use of a monastic lifestyle to enhance our writing productivity. This special work environment allows participants to deepen their writing concentration, improve their self-discipline, utilize their writing competence, write and make progress on their project. Nothing but Writing.

**19.09.** *KlangKunstBühne – An Interdisciplinary Search for*  
**11.10.** *New Images, Sounds, Spaces and Figures*  
**290–340 EUR**

The theme 'Migration' is the focus of this year's KlangKunstBühne programme. Course instructors include Alvin Curran (USA), the theater collectives Gob Squad (GB/D) and Gintersdorfer/Klaßen (D), the video artist Ursula Biemann (CH), the dancer and director Vivienne Newport (AU), and the actor and director Clemens Sienknecht (D). Registration begins on March 1st 2015 at: [www.klangkunstbuehne.de](http://www.klangkunstbuehne.de)